



# WEEKLY REVIEW

## Another Splendid ...Increase...

Sales for Last Week of October nearly  
double those of same Week of 1908

### November Opens Up Splendidly

Reports in for first week assure big gain

Every man should stay in his field as long  
as possible. We have set a mark for  
the month, and without team  
work we may fall short.



# The Weekly Review



Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

VOLUME  
T W O

Thursday, Nov. 11, 1909

NUMBER  
FORTY-SEVEN



## WEEK ENDING, OCT. 30th

Week after week we have announced enormous gains over last year's sales. The last week of October, while not quite as good as some of the preceeding weeks nevertheless, shows an increase of 92% over the corresponding week of 1908. And now the question is, how big an increase are we going to be able to show for November? Reports for the first week of the month are not all in, but everything points to our maintaining the splendid gait we have been going at week after week.

In last week's Review we requested steady work by every man on the force for the balance of this month, in order to maintain our splendid increase. If the first weeks work is any indication of what the month will be, it looks as though we are going to show a big gain. Of course, there are some few men located in distant territories, who will have to give up work before the first of December, as shipments to the points could not possibly reach destination in time for use. The majority of our men however should be able to write a good business until the first of December.

It is really surprising to note the splendid business that some men are securing at this time of the year. Not only are the totals large, but there are some mighty fine orders booked. Last week we published a list of some good orders and we might say that there have been some mighty fine ones booked since this list was published.

From every standpoint the work of the sales force for the year, and especially during the last few months during which an exceptionally large business has been written, has been highly gratifying, and frankly, we did not anticipate the splendid late business booked and which is still coming in. We are glad to say that the majority of our salesmen are awake to the possibilities, and are writing a nice late business.

The splendid late business that is being placed should prove encouraging to every G.-B. salesman, as it indicates that merchants

and business men throughout the country have plenty of confidence and everything points to the coming year being a big one.

By the time this reaches you, there will be less than five weeks intervening before the convention time, and we trust that every man will get busy and make out a list of questions covering points that you are not familiar with, and send them in to us as early as possible, so that these questions can be answered systematically. We are enclosing with this issue a form for the purpose and request that each man send in a list at once. We believe that a convention of this sort is going to do the field force considerably more good than one during which so much time is devoted to the reading of papers stories of personal experiences, etc.

Most men are weak on the handbook. As a matter of fact if a man thoroughly understands the handbook, there is no point in the sale of Calendars which he might come in contact, which he could not handle intelligently. Therefore, a good deal of time will be devoted to the handbook and to other points pertaining to the actual sale of G.-B. Calendars.

A glance at the sales book for week ending Oct. 30th shows that Mr. Ungerer again stands No. 1. His best order of the week was from a wholesale liquor dealer amounting to \$650.00. Mr. Staley follows with a nice business. His largest order was from a piano manufacturer calling for De Luxe mounts in series D35 amounting to \$350.00 in all. Another good order which he secured was from a lumber company. This order calls for some jumbo rolls and large sized mounts with 6000 Blotters, the amount of the order being \$261.00.

Mr. Shimmin reports a nice total, and had some good orders during the week. His largest one amounts to \$225.00. It specifies "An English Fishing Village" in 15x20 mount with reinforced mailers. A manufacturing concern gave Mr. Shimmin an order for Fery Series Blotters and Palm Series Post Cards amounting to \$102.00. These two nice orders added



to his other business gives him a good week. Mr. A. E. Gerlach reports business every day. His best order was booked on Tuesday and it amounts to \$268.00. This was a bank order calling for "Dutch Fishing Boats" in series M21.

Mr. Lott reported one good order, which helped out his total for the week. It is from a business college and amounts to \$293.00. These people selected Fery Series Mailing Cards and Blotters, also 500 of "Dutch Fishing Boats" in Series M21 Mount.

Mr. H. B. McDonald reports business for four days. His best day's work was on Monday when he reported two orders amounting to \$143.00, the larger of which was from a drug company calling for 6000 Kenyon Series Mailing Cards.

Mr. Garner reports business five days, with a very fair total. None of his orders were very large however. There is a long list of men who reported a paying business and while we are not going to review the work of these men, we will mention some of the fair orders booked in addition to those previously mentioned.

Mr. Beelman sold a firm of commission merchants \$150.00 worth of Fery Series Mailing Cards. A general store placed an order with Mr. Cies calling for 100 De Luxe D3103 and 400 D3201, with strawboard protectors and Post Cards for distribution purposes. A bank placed an order with Mr. Donnell calling for 25 jumbo rolls and 150 each of M1602 and M1603.

Mr. Garner sold a business college 12000 Palm Series Blotters. Another fair order he booked was from a fire hose manufacturer. They selected 500 of M22013 "Answering the Midnight Alarm" with reinforced mailers.

Mr. Lindon sold a wholesale butcher 650 of M5301. A dealer in country produce placed an order with Mr. Moore for 500 rolls 2003 with mailing tubes. Mr. Parks sold a druggist 500 Davis De Luxe assorted, D3509, D3508 and D3501.

Mr. C. D. Smith sold a lumber company 10,000 Palm Series Blotters envelope size. A poultry and live stock company placed an order with Mr. H. E. Smith for 500 of M2003 with mailing envelopes and strawboard protectors. A liquor dealer placed an order with Mr. Ungerer for 500 of M1302.

## Day's Business

Mr. A. E. Gerlach and Mr. Huffert report

perfect weeks. Messrs. Conkling, Donoghue, Parks, Garner and Woodman report business every day but one.

The showing under this heading is very fair. If it were not for the fact that we know that there is a splendid late business placed everywhere we would say that the showing was very good.

We are frank to say however, that there are a number of men who are doing only mediocre work, undoubtedly because they are not putting in full time in the field.

## Number of Orders

It remains for Mr. Donoghue, a young and apparently inexperienced salesman to go out and set the pace in number of orders booked, for the more experienced salesmen on the G.-B. sales force. Mr. Donoghue stood No. 1 under this heading last week with a total of eighteen orders. His showing this week is not nearly so good, his total being but ten. At the same time his is the best showing, Mr. Cies standing No. 2 with nine orders.

Of course, we can understand that a good many of our men, who have been going along at a lively clip all year are naturally letting up a little and preparing to get a little rest before convention. We feel however that in most cases these men make a big mistake and that they should stay in the field until Dec. 1st at least. This however, probably accounts for the fact that Mr. Donoghue, who entered the field only a short time ago and who is out with the determination of making good has been able to stand No. 1 under this heading for two consecutive weeks. His work is simply an illustration of the possibilities of the game if a man will go out after the late business. He is working in a territory that is not an easy one by any means—he is handicapped by lack of experience in the field, but regardless of this he has been able to do business practically every day.

Mr. Conkling and Mr. Woodman report eight orders each for the week. Messrs. Garner, A. E. Gerlach, Huffert and H. B. McDonald follow with seven each.

We are frank to say that the number of orders booked is not up to the average for the past several weeks. At the same time comparing the total with that of last year, the total is very satisfactory. We hardly expect to see the same volume of orders reported this month as last, as of course, November sales usually do not equal those of October, and we will be



well satisfied if we can maintain the average increase shown so far this season.

## A Juicy Plum for Staley

Just as this issue goes to press we received the following telegram from Mr. Staley:

**"Closed order—National Bank  
\$1200.00. Murphy routed.  
L. M. STALEY."**

Three loud cheers, for Staley is the prevailing sentiment around headquarters.

### Erratum

In our article last week headed "*Our 1909 Convention*," an error occurred in dropping a full line of type in the makeup, due to the fact that we were extremely busy in our Press Room on the day of the last issue, and the printing of the Review was put off until very late in the evening. This article read in part as follows: "As announced in our issue of the Review a week ago, the date of our convention has been fixed to begin Tuesday, Dec. 14th. We will expect every man here at the opening session, which will probably be about ten o'clock. *train on the Rock Island road leaving the city 8:30 arriving in Joliet at 9:33.*" This in part should have read as follows: "We will expect every man here at the opening session, which will probably be about ten o'clock. *Those coming by way of Chicago can get a train on the Rock Island road leaving the city at 8:30 arriving in Joliet at 9:33.*"

We assume that many of you will come by way of Chicago. This is a very convenient train leaving at a good hour in the morning and making the trip in practically one hour.

### New Orders Cancelling Previous Orders

Quite frequently a salesman will take a new order from a customer, which cancels a previous order placed with us. In several instances of late, orders of this sort have been sent in, many of which were increases, and salesmen, through carelessness or through ignorance of the importance of calling our attention to the fact, that the order cancels the previous one, failed to make note of this fact on the order, and it has caused some little confusion.

Whenever an order is taken which cancels a former one, so state plainly in the order, under space left for instructions. A short clause reading something like this is sufficient. "*This order cancels previous order placed by the above company.*" This avoids the possibility of any misunderstanding, unless it might so happen that the first order had been printed, as was the case in one instance of this sort, not long ago. A salesman before taking a new order in cancellation of an old one, must first ascertain from the house just what work has been done on the first order. This applies particularly in cases where there is a change of subject, or in the style of printing.

### Tag Your Sample Cases

We are enclosing with this issue of the Review one tag for those who are carrying single cases, and two tags for those having twin sample cases. Before leaving for Convention attach tags to your cases, so that when they reach us they can be promptly identified. Last year there was considerable confusion. Some sample cases were left at the hotels some at the railroad stations in Joliet, and some were dropped in our hall way, causing some little difficulty in checking up. When a salesman is sent a sample case it is of course, charged to him and when he returns it the proper credit is made. Kindly comply with these instructions.

### Stop Promising Shipments for Dec. 1st.

Salesmen are requested not to date any more shipments for Dec. 1st. Inform customers that we will make shipments as early as possible, bill to be payable the first of the year. We will see to it that shipments going to distant points are forwarded ahead of those going to nearby points. If a customer has some good reason, and states positively that he wants his goods by a certain date, make special mention of it in the order. Otherwise we will use our discretion as to date of shipment.

### Special Calendars

We find that there are still many orders for Specials coming in. The first of the year is rapidly drawing near, and we do not want to disappoint any customer. We therefore, request that salesmen decline to figure on any Specials, particularly those requiring special plates or those complicated in any way, as we cannot promise to turn the work out. There are some Specials that require but little more work than the printing of a regular stock Calendar, and in such cases we can handle the orders, but suggest that salesmen turn down any complicated Specials, unless we can be allowed ample time to turn out the work.